

obtaining primary transaction data with respect to the primary transaction, including determining the identity of the prospective customer[.];

obtaining at least a second data element relating to the user for an [the] upsell determination,

utilizing at least in part the primary transaction data and the second data element and determining the at least one [good or service] upsell item [for prospective upsell] to offer to the prospective customer[.]; and

offering the upsell item to the prospective customer.

2. (Once amended) The method of claim 1 wherein obtaining [the] primary transaction data includes obtaining identification data.

3. (Once amended) The method of claim 2 wherein [the] obtaining identification data includes obtaining user specific data.

4. (Once amended) The method of claim 3 wherein [the] obtaining user specific data includes obtaining [the user's] social security number associated with the user.

5. (Once amended) The method of claim 3 wherein [the] obtaining user specific data includes obtaining an [the user's] electronic address associated with the user.

6. (Once amended) The method of claim 5 wherein obtaining the user's electronic address includes obtaining an electronic mail (e-mail) address.

7. (Once amended) The method of claim 5 wherein obtaining the user's electronic address includes obtaining an internet service provider identification.

8. (Once amended) The method of claim 3 wherein obtaining [the] user specific data includes obtaining a [the user's] customer number associated with the user.

9. (Once amended) The method of claim 3 wherein obtaining [the] user specific data includes obtaining an [the user's] electronic signature associated with the user.

10. (Once amended) The method of claim 3 wherein obtaining [the] user specific data includes obtaining [the user's] billing data associated with the user.

11. (Once amended) The method of claim 10 wherein obtaining the user's billing data includes obtaining a credit card number.

12. (Once amended) The method of claim 10 wherein obtaining the user's billing data includes obtaining a debit card number.

13. (Once amended) The method of claim 3 wherein obtaining [the] user specific data includes obtaining a [the user's] PIN associated with the user.

14. (Once amended) The method of claim 1 wherein obtaining [the] primary transaction data includes obtaining user local identification data.

15. (Once amended) The method of claim 14 wherein [the] obtaining user local identification data [is] includes obtaining a [user's] telephone number associated with the user.

16. (Once amended) The method of claim 1 wherein [the] obtaining primary transaction data includes obtaining transaction type data.

17. (Once amended) The method of claim 16 wherein obtaining the transaction type data [indicates] includes obtaining transaction type data that indicates a purchase transaction.

18. (Once amended) The method of claim 16 wherein obtaining the transaction type data [indicates] includes obtaining transaction type data that indicates a service transaction.

19. (Once amended) The method of claim 1 wherein obtaining [the] primary transaction data includes obtaining primary transaction goods data.

20. (Once amended) The method of claim 1 wherein obtaining [the] primary transaction data includes obtaining primary transaction service data.

21. (Once amended) The method of claim 1 wherein establishing communication via the electronic communications device [is] includes establishing telephonic communication.

22. (Once amended) The method of claim 1 wherein establishing communication via the electronic communications device [is] includes establishing communication through an electronic communication network.

23. (Once amended) The method of claim 22 wherein establishing communication via the electronic communication network [is] includes establishing communication via the internet.

24. (Once amended) The method of claim 1 wherein obtaining at least a second data element [at least certain of the obtained information] includes obtaining demographic information.

25. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining an indication of [the] a user's age.

26. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining an indication of [the] a user's sex.

27. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining an indication of [the] a user's income.

28. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining an indication of [the] a user's occupation.

29. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining an indication of [the] a user's education level.

30. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining an indication of [the] a user's family status.

31. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining an indication of [the] a user's lifestyle.

32. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining an indication of [the] a user's interests.

33. (Once amended) The method of claim 24 wherein obtaining [the] demographic information includes obtaining a coded indication for the user.

34. (Once amended) The method of claim 1 wherein obtaining at least a second data element [at least certain of the obtained information] includes obtaining credit data.

35. (Once amended) The method of claim 34 wherein obtaining [the] credit data [is obtained] includes obtaining credit data for both the primary transaction and the upsell transaction while accessing [the] a database for the primary transaction.

36. (Once amended) The method of claim 1 wherein obtaining at least a second data element [at least certain of the obtained information] includes obtaining inventory data.

37. (Once amended) The method of claim 1 wherein obtaining at least a second data element [at least certain of the obtained information] includes obtaining possession data.

38. (Once amended) The method of claim 37 wherein obtaining [at least certain of the] possession data includes obtaining set data.

39. (Once amended) The method of claim 38 wherein obtaining [the] set data includes obtaining data relating to household items.

40. (Once amended) The method of claim [37] 1 wherein obtaining at least [certain of the] a second data element [is obtained] includes obtaining the second data element from a local database.

41. (Once amended) The method of claim 40 wherein obtaining the second data element includes obtaining the second data element from a [the] local database that provides raw data.

42. (Once amended) The method of claim 40 wherein obtaining the second data element includes obtaining the second data element from a [the] local database that provides analyzed data.

43. (Once amended) The method of claim [37] 1 wherein obtaining at least a second data element [at least certain of the second data element is obtained] includes obtaining the second data element from a remote database.

44. (Once amended) The method of claim 43 wherein obtaining the second data element includes obtaining the second data element from a [the] remote database that provides raw data.

45. (Once amended) The method of claim 43 wherein obtaining the second data element includes obtaining the second data element from a [the] remote database that provides analyzed data.

46. (Once amended) The method of claim [37] 1 wherein obtaining at least a second data element includes obtaining at least certain of the second data element [is obtained] from a calendar.

47. (Once amended) The method of claim [37] 1 wherein obtaining at least a second data element includes obtaining at least certain of the second data element [is obtained] from a clock.

48. (Once amended) The method of claim [37] 1 [wherein the system] further comprising [includes the step of] correlating at least certain of the primary transaction data with other identification data.

49. (Once amended) The method of claim [37] 1 [wherein the system] further comprising [includes the step of] correlating at least certain of the primary transaction data with other designators for database accessing.

50. (Once amended) The method of claim 1 wherein [the step of] determining the at least one good or service item for prospective upsell to the prospective customer[,]  
includes applying negative rules [are applied].

51. (Once amended) The method of claim 50 wherein [the] applying negative rules includes not offering for upsell an item determined to already be possessed by the user.

52. (Once amended) The method of claim 1 wherein [the step of] determining the at least one good or service item is performed [in] automatically in response to the occurrence of a primary transaction.

53. (Once amended) The method of claim 1 wherein offering the item to the prospective customer includes offering an upsell transaction to the customer of a type different from a type of the primary transaction [the transaction type of the primary transaction is different from the upsell transaction].

54. (Once amended) The method of claim 53 wherein offering the item includes offering [the primary transaction is] a service transaction as [and] the upsell transaction while the primary transaction is a [sales] goods transaction.

55. (Once amended) The method of claim 53 wherein offering the item includes offering [the primary transaction is] a [sales] goods transaction as [and] the upsell transaction while the primary transaction is a [sales] service transaction.

56. (Once amended) The method of claim 1 wherein [the step of determining results in determining more than one] offering the item includes offering a plurality of items [good or service item for offer] to the user.

57. (Once amended) The method of claim 56 wherein offering the [more than one] plurality of [good or service] items [is presented for] includes offering the items via a selective presentation to the user.

58. (Once amended) The method of claim 57 further comprising selecting at least one of the plurality of items, wherein the selecting is performed by [wherein the selection as to presentation is made by] a [the] telemarketer.

59. (Once amended) The method of claim 57 further comprising selecting at least one of the plurality of items, wherein the selecting is performed by a [wherein the selection as to presentation is made by] the system user.

60. (Once amended) The method of claim [56] 1, further comprising consummating [wherein] the primary transaction [is consummated].

61. (Once amended) The method of claim [56] 1, further comprising consummating [wherein] the upsell transaction [is consummated].

62. (Once amended) The method of claim [56] 1, further comprising supplanting the [wherein the upsell transaction supplants] the primary transaction with the upsell transaction.

63. (Once amended) The method of claim [56 where] 1, further comprising consummating both the primary transaction and the upsell transaction [are consummated].

64. (Once amended) The method of claim 1, further comprising [56 wherein if a transaction is consummated,] shipping [of] the item [is effected].

65. (Once amended) The method of claim 64, further comprising generating user-accessible tracking information for the item after shipping [56 wherein if a transaction is shipped, user accessible tracking information is generated].

66. (Once amended) The method of claim 1, further comprising [56 wherein if a transaction is consummated,] billing for the item [is effected].



67. (Once amended) The method of claim 1, further comprising [56 wherein if a transaction is consummated,] updating inventory information regarding the item [is updated].

68. (Once amended) The method of claim [56 wherein] 1, further comprising utilizing data relating to the upsell [is utilized] in future determination of upsells.

69. (Once amended) [A system for the intelligent provision of an item based upon a contact between the user of the system and the system, for the potential provision of an item selected from the group comprising goods and services, comprising

an input collection system for collection and storage of information for use in said intelligent item selection determination, at least certain of the information resulting from primary transaction between the user and the system,

an interface for the selective accessing of one or more databases, the interface receiving at least a second data element relating to the user from said databases for use in said intelligent item selection determination,

a control system for directing the interaction with the user, the said one or more databases, and the item selection system, and

an item selection system, adapted to receive the inputs from the input collection system, including the primary transaction data, and the interface for the selective receiving information from said databases, including the second data element, under operation of the control system, for the output of at least one item selection, wherein the selection is based at least in part upon primary transaction data and the second, and

a provision system for providing information to the customer regarding the upsell.]

A system for intelligently providing at least one offer of at least one upsell to at least one user of an electronic communications device, the system comprising at least the following:

a user interface for establishing communication between the user and the system to facilitate at least one primary transaction for at least one specific item sought by the user;

an input collection system for obtaining primary transaction information from the user related to the at least one primary transaction, the primary transaction information including at least data representing an identity of the user and data representing the specific item sought by the user;

a data access system using the data representing the identity of the user to obtain at least a second data element related to the user;

an upsell determining unit analyzing the data representing the specific item and the second data element to identify the at least one upsell transaction; and

a communication system for offering the upsell transaction to the user.

70. (Once amended) The [method] system of claim 69 wherein the input collection system includes an identification data unit.

71. (Once amended) The [method] system of claim 70 wherein the identification data unit is adapted to receive[s] user specific data.

72. (Once amended) The [method] system of claim [71] 70 wherein the identification data unit is adapted to receive data representing [user specific data includes] the user's social security number.

73. (Once amended) The [method] system of claim [71] 70 wherein the identification data unit is adapted to receive data representing [user specific data includes] the user's electronic address.

74. (Once amended) The [method] system of claim [73] 70 wherein the identification data unit is adapted to receive data representing [the user's electronic address includes] an electronic mail (e-mail) address associated with the user.

75. (Once amended) The [method] system of claim [73] 70 wherein the identification data unit is adapted to receive data representing [the user's electronic address includes] an internet service provider identification associated with the user.

76. (Once amended) The [method] system of claim 71 wherein the identification data unit is adapted to receive data representing [the user specific data includes the] a user's customer number.

77. (Once amended) The [method] system of claim 71 wherein the identification data unit is adapted to receive data representing [the user specific data includes the] a user's electronic signature.

78. (Once amended) The [method] system of claim 71 wherein the identification data unit is adapted to receive data representing [the user specific data includes the] a user's billing data.

79. (Once amended) The [method] system of claim [78] 71 wherein identification data unit is adapted to receive data representing [the user's billing data includes] a credit card number associated with the user.

80. (Once amended) The [method] system of claim [78] 71 wherein identification data unit is adapted to receive data representing [the user's billing data includes] a debit card number associated with the user.

81. (Once amended) The [method] system of claim 71 wherein identification data unit is adapted to receive data representing [the user specific data includes the] a user's PIN.

82. (Once amended) The [method] system of claim 69 wherein the identification data unit is adapted to receive[s] user local identification data.

83. (Once amended) The [method] system of claim [82] 69 wherein the [user local] identification data unit is adapted to receive data representing a user's telephone number.

84. (Once amended) The [method] system of claim 69 wherein the identification data unit includes a transaction type data unit.

85. (Once amended) The [method] system of claim 84 wherein [the transaction type data unit] input collection system is adapted to receive [receives purchase transaction] data indicating that the primary transaction is a goods transaction.

86. (Once amended) The [method] system of claim 84 wherein the input collection system is adapted to receive [transaction type] data indicating that the primary transaction is [unit generates an indication of] a service transaction.

87. (Once amended) The [method] system of claim 69 wherein the primary transaction data [includes primary transaction goods] data indicating that the primary transaction is a goods transaction.

88. (Once amended) The [method] system of claim 69 wherein the primary transaction data includes [primary transaction service] data indicating that the primary transaction is a services transaction.

89. (Once amended) The [method] system of claim 69 wherein the user interface is adapted to establish communication with [the electronic communications device is] a telephonic communication device.

90. (Once amended) The [method] system of claim 89 wherein the telephonic communication device is a touch tone phone.

91. (Once amended) The [method] system of claim 89 wherein the telephonic communication device is a videophone.

92. (Once amended) The [method] system of claim 69 wherein the user interface is adapted to establish [the electronic communications device is] communication through an electronic communication network.

93. (Once amended) The [method] system of claim 92 wherein the electronic communication network is the internet.

94. (Once amended) The [method] system of claim 69 wherein at least certain of the second data element [obtained information] includes data representing demographic information.

95. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes an indication of [the] a user's age.

96. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes an indication of [the] a user's sex.

97. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes an indication of [the] a user's income.

98. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes an indication of [the] a user's occupation.

99. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes an indication of [the] a user's education level.

100. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes an indication of [the] a user's family status.

101. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes an indication of [the] a user's lifestyle.

102. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes an indication of [the] a user's interests.

103. (Once amended) The [method] system of claim 94 wherein the data representing demographic information includes a coded indication for [the] a user.

104. (Once amended) The [method] system of claim 69 wherein at least certain of the second data element [obtained information] includes representing credit history associated with the user [data].

105. (Once amended) The [method] system of claim 104 wherein the data representing credit [data] history is obtained for both the primary transaction and the upsell transaction while accessing [the] a database for the primary transaction.

106. (Once amended) The [method] system of claim 69 wherein at least certain of the second data element [obtained information] includes inventory data.

107. (Once amended) The [method] system of claim 69 wherein at least certain of the second data element [obtained information] includes possession data indicating goods possessed by the user.

108. (Once amended) The [method] system of claim 107 wherein at least certain of the possession data includes set data corresponding to at least one set of items, at least some of which items are possessed by the user.

109. (Once amended) The [method] system of claim 108 wherein the set data includes data relating to household items.

110. (Once amended) The [method] system of claim 107 wherein at least certain of the second data element is obtained from a local database.

111. (Once amended) The [method] system of claim 110 wherein the local database provides raw data.

112. (Once amended) The [method] system of claim 110 wherein the local database provides analyzed data.

113. (Once amended) The [method] system of claim 107 wherein at least certain of the second data element is obtained from a remote database.

114. (Once amended) The [method] system of claim 113 wherein the remote database provides raw data.

115. (Once amended) The [method] system of claim 113 wherein the remote database provides analyzed data.

116. (Once amended) The [method] system of claim 107 wherein at least certain of the second data element is obtained from a calendar.

117. (Once amended) The [method] system of claim 107 wherein at least certain of the second data element is obtained from a clock.

118. (Once amended) The [method] system of claim [107] 69 [wherein the system] further comprising [includes] a correlating unit for correlating at least certain of the primary transaction data with other identification data.

119. (Once amended) The [method] system of claim [107] 69 [wherein the system] further comprising [includes] a correlating unit for correlating at least certain of the primary transaction data with other designators for database accessing.

120. (Once amended) The [method] system of claim 69 wherein the upsell determining unit [applies] is adapted to apply at least one negative rule[s] when the at least one [good or service] item for [prospective] the upsell transaction to the [prospective customer] user is selected.

121. (Once amended) The [method] system of claim 120 wherein the negative rule includes not offering for upsell an item determined to already be possessed by the user.

122. (Once amended) The [method] system of claim 69 wherein the upsell determining unit is adapted to identify [for determining] the at least one [good or service] item to be offered in the upsell transaction [is performed] in automatic response to the occurrence of a primary transaction.



123. (Once amended) The [method] system of claim 69 wherein [the transaction type of] the primary transaction is of a first type, and [different from] the upsell transaction is of a second type different from the first type.

124. (Once amended) The [method] system of claim 123 wherein the primary transaction is a service transaction and the upsell is a [sales] goods transaction.

125. (Once amended) The [method] system of claim 123 wherein the primary transaction is a [sales] goods transaction and the upsell is a [sales] service transaction.

126. (Once amended) The [method] system of claim 69 wherein the upsell determining unit is adapted to generate[s] more than one [good or service] item for offer as upsell transactions to the user.

127. (Once amended) The [method] system of claim 126 wherein the communication system is adapted to selectively present the more than one item [good or service is presented for selective presentation] to the user as upsell transactions.

128. (Once amended) The [method] system of claim 127 wherein the communication system is adapted to enable a telemarketer to selectively present at least one of the more than item as at least one upsell transaction to the user [selection as to presentation is made by the telemarketer].

129. (Once amended) The [method] system of claim 128 wherein the communication system is adapted to present the more than one item to the user and to enable the user to select from among the more than one item [the selection as to presentation is made by the system user].

130. (Once amended) The [method] system of claim [126] 69 wherein the communication system is adapted to process a consummated [the] primary transaction [is consummated].

131. (Once amended) The [method] system of claim [126] 69 wherein the communication system is adapted to process a consummated [the] upsell transaction [is consummated].

132. (Once amended) The [method] system of claim [126] 69 wherein the upsell transaction supplants the primary transaction.

133. (Once amended) The [method] system of claim [126 where] 69, wherein the communication system is adapted to process both [the] a consummated primary transaction and a consummated the upsell transaction [are consummated].

134. (Once amended) The [method] system of claim 69 [126 wherein if a transaction is consummated,] a shipping unit adapted to effect[s] shipping of [the] an item purchased as at least part of the upsell transaction by the user.

135. (Once amended) The [method] system of claim [134 wherein if a transaction is shipped,] 69, further comprising a tracking unit adapted to provide[s] user accessible tracking information.

136. (Once amended) The [method] system of claim [134 wherein if a transaction is consummated,] 69, further comprising a billing unit adapted to effect[s] billing for [the] an item.

137. (Once amended) The [method] system of claim [134 wherein if a transaction is consummated,] 69, further comprising an inventory unit adapted to update[s] information regarding [the] an item purchased as at least part of the upsell transaction by the user.

138. (Once amended) The [method] system of claim 69 [134] wherein [data relating to the upsell is provided to] the determining unit is adapted to [and] utilize[d] data relating to the upsell transaction in future determination of upsells.

139. (Once amended) A method for the real time, intelligent selection of information for provision to at least one user[s] of [the] a system, in a remote communication environment, utilizing an electronic communications device[, such as a telephone, videophone or computer], the method comprising [the steps of] at least the following:

establishing communication via the electronic communications device between the user and the system for purpose of an initial transaction for at least one specific item sought by the user,

obtaining transaction data with respect to the user from the initial transaction, including at least [determining] certain information regarding the identity of the user,

[providing information relating to said information regarding the identity of the user to an external database,]

obtaining at least a second data element relating to the user from [said external] a database using the at least certain information, [relating to the user for the intelligent selection of information for provision to the user,]

utilizing at least in part the transaction data and the second data element [and selecting] to select, in real time with the initial transaction, the information for provision to the user[s of the system], and

providing the information to the user.

140. (Once amended) The method [for the real-time, intelligent selection of information for provision to users of the system] of claim 139 wherein providing the information to the user includes providing information relating [relates] to goods.

141. (Once amended) The method [for the real-time, intelligent selection of information for provision to users of the system of] claim 139 wherein providing the information to the user includes providing information relating [relates] to services.

142. (Once amended) A method for presentation of information to at least one user[s] of an electronic system, the method comprising at least the [steps of] following:

establishing communication between [a] the user [of the system] and the electronic system for purpose of a primary transaction for at least one specific item sought by the user,

determining at least one characteristic[s] of the user based at least in part upon [the communication between] identification data obtained from the user [of the system and the electronic system],

determining [the] a mode of presentation for the user based at least in part on the [determined] at least one characteristic[s] of the user, and

presenting the information to the user in the determined mode.

143. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user [differs from] includes varying the mode of presentation [to other users] based on [the user's] demographic information related to the user.

144. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for

the user includes varying [differs from] the mode of presentation [to other users] based on an [the user's] age of the user.

145. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] a sex of the user.

146. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] an income of the user.

147. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] an occupation of the user.

148. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] an education level of the user.

149. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] a family status of the user.

150. (Once amended) The method for [the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for

the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] a lifestyle parameter associated with the user.

151. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] an interests parameter associated with the user.

152. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] a coded indication of at least one demographic parameter relating to the user.

153. (Once amended) The method [for the presentation of information to users of an electronic system] of claim 142 wherein determining the mode of presentation for the user includes varying [differs from] the mode of presentation [to other users] based on [the user's] a credit data relating to the user.

154. (Once amended) A method for the real-time presentation of information to at least one user[s] of a system, in a remote communication environment, utilizing an electronic communications device[, such as those selected from the group comprising telephones, videophones, and computers], the method comprising at least the following [steps of]:

establishing communication via the electronic communication device between the user and the system for purpose of a purchase transaction for at least one of specific item sought by the user,

selecting a second potential purchase transaction for presentation to the user in real time with the purchase transaction,

providing a presentation to the user of information relating to the second potential transaction, the presentation to the user including textual information data and at least one graphical depiction relating to the second potential transaction.

155. (Once amended) The method of claim 154 wherein providing a presentation includes providing [for the real time presentation of information to users of a system further including] audio communication to the user.

156. (Once amended) The method of claim 154 [155 for the real time presentation of information to users of a system] wherein providing a presentation includes providing [wherein the] one-way audio communication to the user [is one-way communication].

157. (Once amended) The method of claim 154 [156 for the real time presentation of information to users of a system wherein the] wherein providing a presentation includes providing audio communication [is] from the system to the user.

158. (Once amended) The method of claim 154 [156 for the real time presentation of information to users of a system wherein the] wherein providing a presentation includes providing audio communication [is] from the user to the system.

159. (Once amended) The method of claim 154 [155 for the real time presentation of information to users of a system wherein the audio communication is] wherein providing a presentation includes providing two-way audio communication.

160. (Once amended) The method of claim 154 [for the real time presentation of information to users of a system wherein] wherein providing a presentation includes providing [the] a graphical depiction including[es] a still image.

161. (Once amended) The method of claim 154 [for the real time presentation of information to users of a system wherein] wherein providing a presentation includes providing [the] a graphical depiction including[es] motion.

162. (Once amended) The method of claim 154 [161 for the real time presentation of information to users of a system wherein] wherein providing a presentation includes providing [the] a graphical depiction including[es] video.

163. (Once amended) The method of claim 154 [162 for the real time presentation of information to users of a system wherein] wherein providing a presentation includes providing [the] a video including[es] video of the goods comprising the second potential transaction.

164. (Once amended) The method of claim 154 [for the real time presentation of information to users of a system wherein] wherein providing a presentation includes providing [the] a graphical depiction including[es] a created image.

165. (Once amended) A method for the real-time presentation of information to at least one user[s] of a system, in a remote communication environment, utilizing an electronic communications device[, such as those selected from the group comprising telephones, videophones, and computers], the method comprising at least the [steps of] following:

establishing communication via the electronic communication device between the user and the system for purpose of a purchase transaction for at least one specific item sought by the user,

selecting a second potential purchase transaction for presentation to the user in real time with the purchase transaction,



providing a presentation to the user of information relating to the second potential transaction, the presentation to the user including textual information data and at least one dynamic video depiction relating to the second potential transaction.

166. (Once amended) The method of claim 165, wherein providing a presentation includes providing [154 for the real time presentation of information to users of a system further including] audio communication to the user.

167. (Once amended) The method of claim 165, wherein providing a presentation includes providing [155 for the real time presentation of information to users of a system wherein the audio communication is] one-way audio communication.

168. (Once amended) The method of claim 165, wherein providing a presentation includes providing [156 for the real time presentation of information to users of a system wherein the] audio communication [is] from the system to the user.

169. (Once amended) The method of claim 165, wherein providing a presentation includes providing [156 for the real time presentation of information to users of a system wherein the] audio communication [is] from the user to the system.

170. (Once amended) The method of claim 165, wherein providing a presentation includes providing [155 for the real time presentation of information to users of a system wherein the audio communication is] two-way audio communication between the user and the system.

171. (Once amended) The method of claim 165, wherein providing a presentation includes providing [162 for the real time presentation of information to users of a system wherein the video includes] video of the goods comprising the second potential transaction.